

**The Claims**

1. (Canceled).
2. (Currently amended) A method as recited in claim 10, wherein the information comprises data describing the identity of the prospective user.
3. (Currently amended) A method as recited in claim 10, wherein the information comprises one or more of the user's name, initials, street address, state of residence, country of citizenship, electronic mail (email) address, age, social security number, date of birth, profession, hobbies, interests, and computer expertise.
4. (Currently amended) A method as recited in claim 10, wherein the information comprises data describing hardware preferences of the prospective user.
5. (Canceled).
6. (Currently amended) A method as recited in claim [[5]]10, wherein the consumer is the prospective user.
7. (Canceled).

8. (Canceled).

9. (Canceled).

10. (Previously presented) A method comprising:  
receiving information about a prospective user of an operating system;  
developing an operating system image, pre-populated with the information,  
to be installed on a first computer;  
wherein the receiving comprises obtaining the information from a second  
computer used by a consumer to order the first computer with the operating  
system; and  
wherein the obtaining comprises accessing a bill of materials corresponding  
to the second computer.

11. (Currently amended) A method as recited in claim 10, further  
comprising storing the information in a second bill of materials corresponding to  
the first computer.

12. (Currently amended) A method as recited in claim 11, further  
comprising making the second bill of materials available to other application  
programs.

13. (Currently amended) A method as recited in claim 10, wherein the receiving further comprises receiving information about a plurality of prospective users of the operating system, and wherein the developing comprises developing ~~an~~ the operating system image, pre-populated with the information for each of the plurality of prospective users, to be installed on the first computer.

14. (Currently amended) A method as recited in claim 10, wherein the operating system is organized as a plurality of components, and wherein one of the plurality of components is an identity component that includes the information.

Claims 15-48. (Canceled).

49. (Previously presented) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors of a computer, causes the one or more processors to:

obtain, from a first computer used by a consumer to order a second computer with an operating system, information about a prospective user of the operating system by accessing a bill of materials corresponding to the first computer; and

develop an operating system image, pre-populated with the information, to be installed on the second computer.

50. (New) One or more computer-readable media as recited in claim 49, wherein the information comprises data describing the identity of the prospective user.

51. (New) One or more computer-readable media as recited in claim 49, wherein the information comprises one or more of the user's name, initials, street address, state of residence, country of citizenship, electronic mail (email) address, age, social security number, date of birth, profession, hobbies, interests, and computer expertise.

52. (New) One or more computer-readable media as recited in claim 49, wherein the information comprises data describing hardware preferences of the prospective user.

53. (New) One or more computer-readable media as recited in claim 49, wherein the consumer is the prospective user.

54. (New) One or more computer-readable media as recited in claim 49, wherein the computer program further causes the one or more processors to store the information in a second bill of materials corresponding to the second computer.

55. (New) One or more computer-readable media as recited in claim 54, further comprising making the second bill of materials available to other application programs.

56. (New) One or more computer-readable media as recited in claim 49, wherein to obtain information about the prospective user is further to obtain information about a plurality of prospective users of the operating system, and wherein to develop the operating system image is further to develop the operating system image, pre-populated with the information for each of the plurality of prospective users, to be installed on the second computer.

57. (New) One or more computer-readable media as recited in claim 49, wherein the operating system is organized as a plurality of components, and wherein one of the plurality of components is an identity component that includes the information.

58. (New) A system comprising:

means for obtaining, from a first computer used by a consumer to order a second computer with an operating system, information about a prospective user of the operating system by accessing a bill of materials corresponding to the first computer; and

means for developing an operating system image, pre-populated with the information, to be installed on the second computer.

59. (New) A system as recited in claim 58, wherein the information comprises data describing the identity of the prospective user.

60. (New) A system as recited in claim 58, wherein the information comprises one or more of the user's name, initials, street address, state of residence, country of citizenship, electronic mail (email) address, age, social security number, date of birth, profession, hobbies, interests, and computer expertise.

61. (New) A system as recited in claim 58, wherein the information comprises data describing hardware preferences of the prospective user.

62. (New) A system as recited in claim 58, wherein the consumer is the prospective user.

63. (New) A system as recited in claim 58, further comprising means for storing the information in a second bill of materials corresponding to the second computer.

64. (New) A system as recited in claim 58, wherein the means for obtaining further comprises means for obtaining information about a plurality of prospective users of the operating system, and wherein the means for developing further comprises means for developing the operating system image, pre-populated with the information for each of the plurality of prospective users, to be installed on the second computer.

65. (New) A system as recited in claim 58, wherein the operating system is organized as a plurality of components, and wherein one of the plurality of components is an identity component that includes the information.